

Program Data Sheet

Name of Event: Chocolate Chip Cookie Day			Pilot Program
			Revised program
		x	Repeat Program
Date: 3 March 2006	Day of Week: Friday	Time: 0900-1700	
Location: Frame & Craft	Information Phone #: 788-2729	Price: 10% off custom framing	
Program Coordinator: Arlene P. Wallace			
Phone #: 788-2728	Fax #: 788-3786	e-mail Address: wallacea@Monroe.army.mil	
Purpose of the Event: To promote the frame shop and offer customers a discount.			
Indicator/Measure of Success: satisfied customers			
After Action Report (AAR) Comments from Prior Event(s): none			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate/ ezine marque	Publicity				
In house	Equipment				
In house	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
In house	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis

Sales:	\$1850.00	Baked cookies at home and spent \$14.00 doing this. Stayed busy from 11 a.m till 3 p.m. Had 35 patrons in the shop during the day and took in \$1850 of framing.
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

Program Analysis

Attendance:	
Indicator/Measure of Success Customers enjoy this day and think it is a cute gimmick!!!! Baked 11 dozen cookies.	
Elements to Change: Still had too many cookies but I would rather have too many than not enough. Had four dozen left but will bake the same amount next year. Customers loved it....	
Elements to Eliminate:	
Elements to Add:	
Other Comments: Chocolate Chip Cookie day will return again next year.	